

# U- **e**BUSINESS PROFILE



Hospitality Business Solutions  
Hospitality **e**Business Management



## ULTIMATE PHILOSOPHY



### Ultimate Success is the BEST Solutions

#### Ultimate Mission

We design the success from your desire with diversity spirit and flexibility of implementation in order to achieve the satisfaction and expectation of the customer.

#### Ultimate Strategies

We builds your business into a success with effective Strategies specifically geared for the Hospitality Industry

#### Ultimate Solutions

We can ensure a Success in E-Business Marketing with the most profitability for the property and help you dominate your online competitions.

#### Ultimate Partner

Our team will work closely with you based on sincerity and honesty to make all your dreams a reality with a long term partnership.

# ABOUT U - BEST GROUP

## WHO WE ARE ?

U-Best Group is a full-service hospitality internet marketing firm, providing direct online channel strategic advice and website design. We help you take full advantage of the direct online channel and turn your websites into your business's main and most-effective distribution channel. Our Internet marketing company provides you with expert advice, concrete recommendations, and sensible solutions to critical Internet-related issues that are crucial for the very existence of your business.

### Recognized Hotel E-business Marketing Experts

U-Best Group has pioneered many of the "Best practices" in hospitality industry's web marketing and direct online channel distribution. Our hotel Internet marketing firm's services are delivered in a highly interactive and competitive format using state-of-the-art techniques and proven approaches based on our own ultimate methodology.

Providing hospitality business's management services and strategic advice for more than 25 years, our experienced hospitality Internet marketing experts and consultants have the expertise, unique methodology, and the creative tools needed to help your company boost its Internet presence and online business while capturing new lucrative online markets.



# WHAT WE DO?

Innovative Online Business Solutions

Integration Web design with creative strategy & application development and client's

Business objectives and needs



Search Engine Optimization Analysis / Pay Per Click Analysis



Optimizing Electronic Distribution Channels by E-Newsletter & E-Promotion

Website management for Direct Business & Marketing & Purchasing.

Enhancing and gain more business with Key Online Travel Agencies



# GUARANTEE

A Success in E-Business Marketing with the most profitability for Your  
Hotels, Resorts, Apartments or Spa  
Help You Dominate Your Online Competitions

U-Best Group is a recognized hotel revenue management expert.  
Our programs show hotels how to convert direct sales, Internet  
sales, and online travel aggregator channels into profitable income.

U-BEST Builds your E-business into a success with effective business Strategies specifically  
geared for the Hospitality Industry.

## What can we work?

### 1. Hotel Internet Marketing

An effective hotel marketing strategy utilizes all the marketing resources and channels available on the Internet.

Website management for Direct Business & Marketing & Purchasing.

Search Engine Optimization Analysis / Pay Per Click Analysis

Analytic & Tracking / Performance Evaluation

Direct Online Channel Best Practices Consulting

Distribution E-Newsletter & E-Promotion

Create Brand Awareness Strategy

Online Media Planning / Social Media Strategy

### 2. Revenue & Yield Management

Based on your property's uniqueness, we design, formulate and implement an overall direct online revenue maximization program. Measure your hotel's website and the 3rd parties online performance, efficiently and accurately.

What's more, our proprietary technology algorithms enable us to determine the most optimized price plans for your rooms, and room types. The result is that you get to squeeze the maximum ROI with insightful reports and analytics.

### 3. Online Travel Agent Marketing (OTA)

Enhancing and gain more business with Key Online Travel Agents. This service is for those properties that are keen to do online business and expects to gain more online bookings. With our team of online business experts and researchers, we ensure our prospective hotels the best online results with our effective Revenue Management strategies.

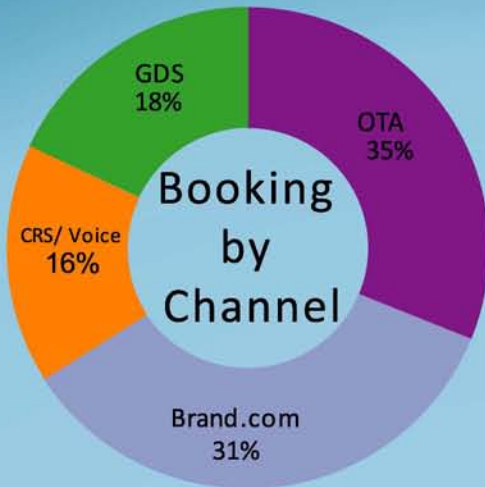


### 4. Website Design

U-Best Group specializes in hotel website designs, enhancements and optimizations for any hotel and hospitality business. We offer our clients website design supported by the most advanced Content Management System (CMS) and Search Engine Optimization (SEO). Integration Web design with creative strategy & application development and client's business objectives and needs



# Market Segment

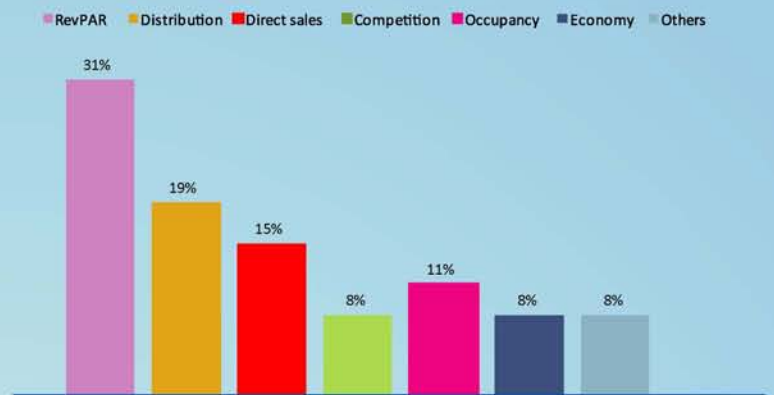


## Distribution Challenge

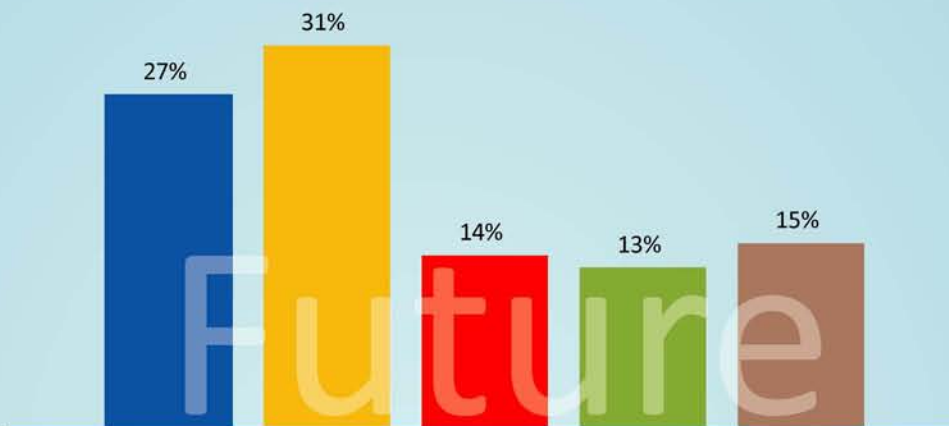
### Distribution Mix



### Yield & Revenue



Internet Social Media Mobile Direct Can't Predict



Future of Distribution

# WHY U-BEST GROUP ? WHAT MAKE US DIFFERENT ?

U-Best Group provides an exclusive focus in E-Business Management and can differentiate the positioning of the company from the others

- 📍 Guarantee High Profitable and ROI with Revenue & Yield Management
- 📍 Maximize Online Revenue with E-Business Marketing Strategies
- 📍 Fixed Service Monthly Fee and Non-commission & No Incentive
- 📍 Service Monthly Fee of U-Best is less than 50% of Director Salary but we provide more than 5 professional Managers and Directors of U-Best Group to cope with all works.
- 📍 Our team is specialists on luxury brand hotel standards and can consult to build up the product & services definition to establish the brand awareness.
- 📍 Co-Promotion with major credit cards in order to establish Brand awareness in the domestic market. This service is providing with Complimentary, No additional charge.

Ensures your company more profitability from our Revenue and Yield Management teams. We...U-Best Group, Start & Design each site to be totally unique to its type, location, and overall facilities. Under our marketing direction, our designers serve to maximize traffic and the most profitable online sales results. Let's discuss your site goals. We can develop your site to suit your budget.



"Trip Advisor is really beneficial, because people are very much into the comments and they want to know where they are going. Thus they have some sort of expectations as to what they will be walking into. Trip Advisor is an awesome tool."  
San Francisco, USA, 1 Star, 25 rooms

## Online Travel Agent Marketing (OTA)

"It's all about occupancy, early sales, and it's really pushing the occupancy well in advance, because the last thing you want to do is to be sitting there with an empty hotel with only three weeks before check in, and all the options you have left are the OTAs."  
San Francisco, USA, 3 Star, 107 rooms



# CURRENT PARTNERS PROFILE

## HONORABLE PARTNER TROPHYS

### Kata Beach, Phuket



The long term cooperation between our business partners and U-Best can represent their confidence in the effectiveness and capability of U-Best in enhancing the ultimate success of online business revenue.





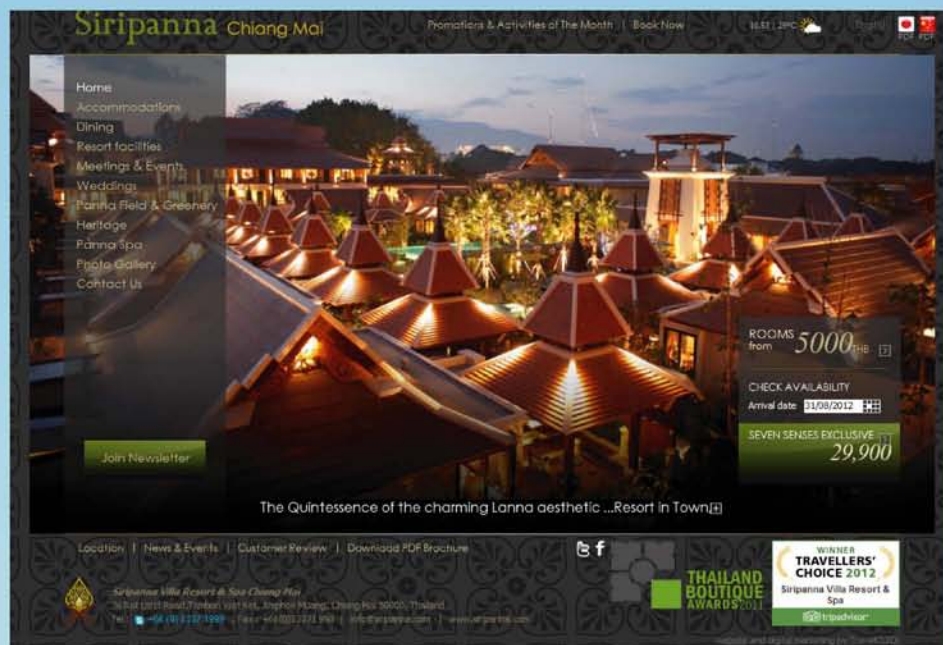
# CURRENT PARTNERS PROFILE HONORABLE PARTNER TROPHYS



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